

Supplement to THE CHRONICLE.

KNOXVILLE, TENNESSEE, WEDNESDAY, SEPTEMBER 15TH, 1880.

DAILY CHRONICLE, One Year, \$8: Six Months, \$4: Three Months, \$2.
WEEKLY CHRONICLE, One Year, \$1.50; Six Months, 75 Cents.

KNOXVILLE BUSINESS COLLEGE

—AND—

TELEGRAPHIC INSTITUTE OF EAST TENNESSEE.

JONES & SONS,

PROPRIETORS AND MANAGERS.

Opening Announcement.

This institution will be opened at Knoxville, Tennessee, for the reception of students, on Thursday, 16th of September, and the scholastic year will terminate on the 15th day of June in each year. During the intervening nine months there will be no vacations, except Christmas week and legal holidays.

Objects of the College:

The objects aimed at in establishing this institution are to supply the young men of the Southern and Western States with the necessary facilities for obtaining a First-Class Business Education at a moderate cost. To give a Business Course which is second to none in America at less expense than would be incurred in taking a similar course at most of the other colleges in existence.

The design of the institution is to teach, in the most practical manner possible, all those branches that enter into the necessities of Business Life. Prominent among these are Book-Keeping in all its forms, Penmanship, Arithmetic, Correspondence, Commercial Law, Telegraphy, Composition, Spelling and Finance.

The City of Knoxville.

During the past fifty years, it has been our privilege to travel somewhat extensively in the United States and British America, and we are prepared to say that in no part of the American Continent have we ever found another city whose site and natural surroundings equal in beauty and healthfulness those of Knoxville.

Long before we ever visited the place, whilst casting about in our mind for a location to which it would be best to transplant our institution, we were most favorably impressed with the accounts that we received of this locality from those who had passed through or been residents of East Tennessee. It was always spoken of, by such persons as being one of the most picturesque, genial and healthy countries in the world, and yet, we were not prepared to find such a superb combination of the beautiful and grand in Nature with all that is desirable for health, comfort and facilities for business, as awaited our arrival in this little city among the Cumberland Mountains. Knoxville now numbers nearly 15,000 inhabitants, and with such elements of prosperity as are in and around the place, we cannot doubt but that within a comparatively short time she will become one of the most prosperous inland towns of the United States. In our estimation, there is not a more beautiful or desirable location for an institution like ours, to be found anywhere, east, west, north or south. Young men coming here to take a Business Course may therefore not only feel assured that they will receive a Practical Training that is second to none in America, but that with ordinary care on their part, there is almost a certainty that they will enjoy robust health whilst doing so, and return to their homes both wiser and better for the time spent in our classes.

East Tennessee is so far south that were it a flat country like western portions of the State, the heat would naturally be oppressive to those coming from the north, and another consequence would be that the country would be subject to fevers, agues, etc., but all this is avoided by its elevation, which causes the climate to be one of the most delightful in the world.

At Knoxville, during the present summer, we are credibly informed by residents, that the highest point reached by the mercury was 92 degrees Fahrenheit, and during the winter the weather is so mild that there is very seldom any necessity for wearing an overcoat. Thus it will be seen that the temperature for the whole year is uncommonly equable, and conducive to health.

Several noted health resorts and natural curiosities are located within a few miles of the city, among which are extensive caverns and valuable mineral springs. The city is easily accessible from every part of the United States by means of the lines of railroad already completed and those in course of construction.

Everybody Should Have It.

A good business course is worth a farm. No young man or woman is properly prepared to engage in business life without being taught the practical application of what they have learned in the Common Schools. This practical part of education is not taught in such schools, and is acquired nowhere else so rapidly as in a good business training school; and this is one of the best and most thorough institutions of the kind to be found anywhere in America. Hundreds of our former patrons are prepared to testify that a term at our College doubles the value of all the knowledge previously acquired, and enables the possessor to put it to such use as will yield him the greatest amount of real benefit. Every scholar, at the time of leaving the public schools, should spend at least three or six months at this institution. Any person deprived of such a privilege will labor under serious disadvantage all through life, and can never hope to successfully compete with those who have received our Business Training. Parents owe it to their sons and daughters to give them this crowning part of preparatory education. A three months' course is of great value, but a six or nine months' course is worth far more.

The unrivalled system of Actual Business Teaching practised in our Book-Keeping Department, and the completeness of our Business Course, cause our Graduates to be sought after and employed, when patrons of many other institutions find it difficult to secure situations on any terms.

OUR GRADUATES ARE THE BEST SPECIMENS OF OUR WORK, and of these we challenge the closest scrutiny.

Who Have Been Our Patrons.

Whilst conducting the London Institution, besides being favored with a very flattering local patronage, we received students residing as far north as Minnesota, as far east as Massachusetts and Nova Scotia, as far south as Texas and Mississippi, and as far west as California and British Columbia; and although at that time located on British soil, there were very few, if any, of the States in the American Union that did not contribute to our support. A young man who came all the way from the Pacific Coast for the sole purpose of attending the College, assured us that taking everything into consideration, he found it better to come that distance to attend our institution, in preference to attending one in his own State.

We do not know of a single instance among the thousands of our patrons, where a student, after taking our course, felt that he had made a mistake in giving us the preference.

Qualifications for Entering.

We admit to our course any person of steady habits, not less than thirteen years of age, who has previously made at least medium advancement in the ordinary English branches taught in our common schools. We have sometimes admitted young men who were extremely backward even in these, and some of them have succeeded very well. Of course such persons had to remain longer before they were able to graduate, than would have been necessary if they had been further advanced at the start. On account of our system of individual instruction such parties are able to pursue their studies without any serious embarrassment resulting from their previous deficiencies.

Board.

As will be seen under "Scholarships" students may either arrange with us for their board or arrange only for their tuition and books, and select their own boarding places.

Excellent Board can be obtained here for \$2.50 per week, and our acquaintance in the city will enable us to assist strangers in finding good respectable places where they may get it at a reasonable rate. Remember, we guarantee good board during an entire quarter for \$33; so that students from abroad may know what to rely on.

We believe this to be materially less than such board would cost in any other Southern city.

We cannot at present take boarders in our own family.

Only One Extra Branch.

To those taking Scholarships, there will be no extra charge for any of the branches taught in the College, except for Phonography. The standard Commercial Branches, Ornamental Penmanship, and Telegraphy, may, any or all of them, be pursued by any student who pays the ordinary rates for tuition; and although we would advise all who take the Commercial Branches to take all included in our regular course, if possible, yet this will, in no case, be compulsory, unless by request of the parents or guardian of the student.

Scholarships.

We invite special attention to the following rates. They will be found low, as compared with those of other colleges:

RATES FOR TUITION, BOARD, ETC.

Instruction in any or all the branches taught in the College (except Phonography), with Books and Stationery required for Commercial Branches (all the valuable Text-Books becoming the property of the students):

For Three Months \$50.00 payable in advance
Two " 36.50 " " "
One Month 22.00 " " "

For subsequent Terms, after First Three Months, at the rate of Ten Dollars per Month.

For instruction, with the necessary Books and Stationery, as above, with Board, Lodging, Fuel and Lights, we charge:

For Three Months \$83.00 payable in advance
Two " 58.25 " " "
One Month 33.00 " " "

And subsequent Terms, after 1st 3 months at the rate of Twenty-one Dollars per month.

Scholarships for the whole scholastic year of nine months, entitling the holder to Tuition, Books, Stationery, Board, Lodging, Fuel and Lights, will, if wholly paid for at the beginning, be sold for \$200 each, or the same for Tuition, Books and Stationery only for \$105 each.

Instruction in Phonography, if desired, with necessary Text-Book, 24 lessons, \$6 payable in advance.

Any absence of at least a week at a time, when the College is in session, will be allowed to be made up at any time afterwards, provided the party notifies the Principal at the time of leaving, and also at the time of returning.

In the case of those paying for a Short Term Scholarship, and subsequently deciding to take an additional Short Term Scholarship no reduction will be made from the regular list rates as published above.

The extra amount formerly charged for Ornamental Penmanship was from \$5 to \$25 per month, but it will henceforth be free to all students. This branch will be chiefly taught out of regular College hours. Comparatively few teachers of Penmanship can be found, who are as expert in this kind of work, as many of our students are, when leaving our classes.

The extra charge formerly made for Telegraphy was, to Commercial Students, \$15; to others, \$20, it is now free to all who enter.

We know that the whole expense of attending this College is, by these terms, considerably less than it would be to attend most other institutions for the same length of time.

If our London institution were not so well known, and the reputation of our course for thoroughness and practical utility so well established, it might be inferred that, as our terms are lower than those of other institutions, the instruction given by us must be less efficient and valuable than theirs. So far, however, is this from being really the case, there are hundreds of living witnesses to testify that, in everything essential to fit students to take the highest positions in business life, our course of training is second to none, and equalled by but very few, if any. In substantiation of this fact please read extracts from well known papers in another part of this sheet.

The country, far and near, is completely studded with business establishments presided over by, and employing, men whose feet were first placed in the high-road to success by the Business Education received at our hands. We often receive the most

flattering testimony from these parties, showing their appreciation of what we have done to fit them for a prosperous and honorable business career. More than twenty of our former students are now engaged in banking establishments in different parts of Canada and the United States. Some have become immensely wealthy, and all who have been industrious in habits and upright in life have been reaping a harvest of benefits from the seed sown when they were members of our classes. Something like three years ago we had the pleasure of greeting our old student Leslie Marmaduke, Esq., then on his way east. Mr. Marmaduke is a younger brother of the celebrated General of that name, and in the latter part of the year 1864 or the beginning of 1865 in connection with two of his friends, came to London from St. Louis, Missouri, where he still resides for the purpose of attending our College. He passed through our course with credit to himself and us, and we are informed by a mutual friend, is now worth something more than a million of dollars.

Text Books.

As it is very important that every business man should have proper Text Books to use as books of reference, we sell our books to the student in all cases. Their price is included in the fee charged for the first term, but as the books will only have to be supplied once, the cost of each subsequent term paid for, is made less than for the first, on this account. The Text Books supplied would, at retail, cost considerably more than they are estimated at in arranging our fees, but by purchasing in large quantities we get the advantage of wholesale rates. Of course, only one complete set of Text Books will be furnished each student for this sum, and if he should want one or more duplicates he must pay extra for them. In every case the student will be responsible for the safe keeping of his own books.

Why We Have a Midsummer Vacation.

Nobody pretends to dispute the necessity for a Summer Vacation in our Public Schools and Classical Colleges, and we hold that there is not a single argument that can be advanced in favor of such an arrangement that does not apply with equal or greater force to Commercial Colleges. No Teacher can instruct, and no Student can learn, with the same advantage during the heated term, as at other seasons of the year. The faculty of all educational institutions alike, need a season of rest and a chance to recuperate, and wisdom would certainly dictate that that season of the year should be devoted to this purpose, that is least suited to study.

The practice of continuous teaching still followed by many of these Colleges, has undoubtedly come down to us, like many other things, from those who first originated such institutions, without just or weighty argument in its support. In this manner the Life Scholarship System was carried out for years, but after a fair trial that system has been declared a mistake, and has now become very generally superseded by the Limited Term System. And now a number of the very best Commercial Colleges have likewise adopted the plan of having a summer vacation, instead of keeping open during the entire year. We believe such a change is the best for all concerned, and have accordingly practised it during the past two years, and find that it works satisfactorily in every respect.

As we sell scholarships for any period that may best suit the requirements of the student, he is always enabled to make such arrangements as may seem best in consideration of the particular time of the year at which he may find it convenient to enter.

Individual Instruction.

Each student receives individual instruction, except in branches where class instruction is equally or more efficient in imparting the desired knowledge.

No Longer any Necessity for Going North for a First-class Business Education.

For some unaccountable reason, until quite recently, it was deemed impossible for young men of the Southern States to obtain a good Business Course without attending some institution located north of Mason and Dixon's Line. It may be, that in former years, there were not, in this part of the United States, institutions which afforded the same advantages in this respect as were to be found elsewhere, but we are fully convinced that this state of affairs no longer exists. It is true that Business Colleges are not, even now, very numerous in the South, yet as regards their efficiency and ability to impart a complete knowledge of all that is necessary in business, we have the best of reasons for believing that several of them will compare favorably with any that can be found elsewhere. We cheerfully accord this need of praise to our sister institutions in this part of the Union, because we think they justly deserve it; and, instead of having any desire to decry their merits and enter into an unseemly strife for the purpose of securing patronage for our own institution, we feel that all of these institutions that are faithfully striving to do good honest work in their several localities, are entitled to a just recognition as co-workers with us, in the great field of human improvement. We therefore cordially extend to all such the right hand of fellowship, and feel certain that we shall all find enough to do and a just recompense for the services rendered to an appreciative public. We believe, however, that the fact of our having been the founder of one of the most popular of the northern institutions, and of having conducted it so successfully for nearly twenty years, cannot, in the eyes of intelligent people, fail to recommend us to the patronage of residents of our new location. We expect this, and do not believe that we shall be disappointed in its realization. Young men cannot get a more complete and thorough Business Course anywhere than we are prepared to give them.

Resources of East Tennessee.

East Tennessee is not only one of the most pleasant and picturesque countries in the world, but in natural resources it is also one of the richest. Its grand expanse of table lands, interspersed with hills and dales, affords a large amount of the best farming land. Its mild climate makes it peculiarly adapted to fruit raising and grazing purposes. On its hills, clothed with natural grasses, cattle get their living out the entire winter, and here and there, are magnificent springs of the purest water, which are the sources of numerous tributaries of the Holston, Clinch and Tennessee Rivers, supplying, in many instances, capital water power for manufacturing purposes. And then the mountains, which in many other States are obstacles to improvement, are here, immense sources of wealth to the inhabitants. Inexhaustible supplies of excellent coal, iron ore, marble, etc., found in these lofty ranges, indicate that ere long this will become one of the most thriving manufacturing centres of the United States, whilst the timber which covers their sides, furnishes the material for building, fuel and other purposes.

Entry for Journalizing.

A. and B. are equal partners in business, and hold a note against C. for \$2,000. A. has doubts as to C's reliability, and wishes to get rid of the note, but B. thinks the paper good, and is not willing to sacrifice anything on it. A., however, persists, and B. finally offers him \$500 for his share, which offer A. accepts. What accounts should be debited and what accounts credited, in the books of the firm?

Further Particulars.

For further particulars pertaining to the College or Course of Study, address,

JONES & SONS,

P. O. Box 354,
Knoxville, Tennessee.